

EVERY COMMUNITY IN EVERY COUNTY HAS A STAKE IN PRESERVING THEIR HERITAGE
AND THE SPECIAL PLACES THAT DRAW VISITORS AND CUSTOMERS TO THEIR DOORS


WHO WINS? EVERYBODY!

Tourism & Heritage are Natural Partners:
SB264 would not just benefit the tourism industry. This is a chance to address long-standing funding challenges in State Parks, Historical Society, Heritage Commission, Arts Council and Heritage Properties around the state. These entities represent the historic and cultural fabric of Montana – a state like no other.

RETURN ON INVESTMENT

Investment of Accommodations & Rental Vehicle Sales tax dollars in tourism promotion and stabilizing heritage infrastructure is not a gamble, it's a proven way to bring more dollars to Montana.

ON THE TOURISM SIDE ➔ Tourism promotion in Montana has had a MINIMUM of a 2:1 return on investment in tax revenues since 2004. With recent reports that non-resident spending has increased by over 52% just since 2010, this bill will reinforce the industry's returns to the general fund.

ON THE HERITAGE SIDE  In the world of heritage tourism and preservation, for every \$1 spent the average return is \$16 to local economies – creating skilled trade jobs, stimulating businesses, and benefitting the state's economy overall.

MT Heritage Commission's independent study of Virginia & Nevada Cities calculated an economic footprint of \$62.2 million, which is a return of \$90 for every \$1 in state funding. The cities employ over 1,000 people, and draw almost 500,000 visitors per year, making them the #1 state-owned tourist attraction.

MT State Parks (2010), the MT Arts Council (2005) and Montana Association of Museums (2011) also released impact studies, each demonstrating strong economic returns that those sectors contribute to Montana's economy.

- MT State Parks saw 1.9 million annual visitors, including non-residents who spent \$122.3 million sustaining 1,600 jobs.
- MT Arts Council calculated \$233 million annually in artist sales supporting 4,274 jobs
- MT Museums and MT Historical Society together draw more than 1.5 million visitors yearly, and the hometown Montana museums attract close to \$6 million in annual out-of-state visitor spending

CAPTURING DOLLARS

The Accommodations and Rental Vehicle sales taxes were created in 2003 with the passage of SB407. They were specifically aimed at capturing non-resident dollars through tourism-related businesses. The overall goal of SB407 was to reduce Montana's highest individual income tax rates and create a capital gains credit for Montanans. Since 2004, total revenues for both taxes have increased by over 80%. Currently, the full Accommodations Tax stands at 7%: the first 4% tax funds tourism promotion and state agency programs, and the 3% tax goes to the general fund. SB264 reallocates 7% of that 3%, or a projected \$1.68 million, to better our prospects for healthy tourism and heritage preservation.

For roughly \$1.7 million per year – a drop in the state revenue bucket – this bill would make a meaningful investment in Montana tourism and Montana's cherished places with benefits extending far into the future.

SB264 BEST PLACE FIRST: GROWING MONTANA'S ECONOMY AND PRESERVING OUR HERITAGE

Sponsored by Sen. Bob Keenan

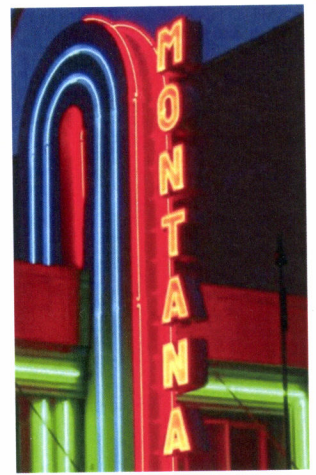
SB264 A GREAT DEAL FOR MONTANANS

It Reinvests in Montana's cultural & historical heritage and outdoor recreation spirit
It Strengthens local communities and their economic resilience
It is fiscally responsible and accountable to Montana taxpayers

SB264 PROPOSAL

SB64 Appropriates 7% of Accommodations Tax & Rental Vehicle Sales tax revenues now going to the state general fund, projected at \$1.68M in 2016, and expands Montana's ability to:

Help tourism partners and small businesses upgrade facilities and increase repeat visitation to heritage sites and historic communities
Foster small business growth & create jobs
Keep Montana's tourism offerings competitive



SB264 takes the funds now going to the general fund to increase stable support for tourism and heritage and reallocates a 1% share to seven programs :

- \$240,000 MT Tourism Regions, CVBs
- \$240,000 MT Arts Council
- \$240,000 MT Heritage Commission
- \$240,000 MT State Parks
- \$240,000 MT Historical Society

NEW! Grants for Heritage Properties

- \$240,000 MT Historical Society will administer grants to state-owned heritage properties
- \$240,000 MT State Parks will administer grants for non-state owned properties across Montana

The remaining 93% of these taxes (\$22.3 million) would continue to support the general fund.

Montana Must Stay Competitive: Montana's Tourism Industry knows this legislation is critical to maintain our state's position as an authentic and welcoming Western destination. With lower gas prices and an improved national economy, more people will realize their dream of a Montana vacation, and we must keep pace with marketing and hospitality standards to provide our visitors a safe, clean, and inviting experience. **Montana desperately needs** stable funding to support our parks, historic sites, collections and arts – all the things that make Montana unique and draw visitors here.

THE FACTS

MONTANA HAS NEVER HAD RELIABLE FUNDING TO MAINTAIN OUR MOST VISITED HERITAGE PROPERTIES.
DEFERRED MAINTENANCE AT MT'S HERITAGE PROPERTIES THREATENS THE VISITOR EXPERIENCE.
THIS BILL PROVIDES FUNDS TO STABILIZE AND PROTECT MONTANA'S SIGNIFICANT HERITAGE PROPERTIES.

Will Montana's Heritage Properties Be There for Visitors and Future Generations?

By creating grants for heritage properties, Montana will ensure that significant historic buildings and sites are well maintained and standing proud for future generations. This will offer a lifeline to enhance and preserve threatened heritage properties and garner generations of new visitors. Properties like:

Montana's Ghost Towns, Gold Camps, Military Forts, Mansions, Rural Schoolhouses, Masonic Temples, Courthouses, Historic Churches, Carnegie Libraries, Trading Posts, Charcoal Kilns, Brickworks, Rock Art, Mining Structures, Fairgrounds, Historic Barns, Homestead Cabins, Grain Elevators, Historical Museums, Country Banks, Community Halls, Theaters, Armories, and more ...